

QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

X	January - March	2000
___	April-June	2000
___	July-September	2000
___	October-December	2000

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

KDND-FM ISSUE-RESPONSIVE PROGRAMMING

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: **Building Healthy Minds: Babies & Toddlers**
Program: The Parent's Journal
Date: January 2, 2000
Time: 6:00A-7:00A

Guest: Dr. Stanley Greenspan, Clinical Professor of Psychiatry & Pediatrics at George Washington University Medical School and author of *Building Healthy Minds*.

Issue: **Teaching Toddlers About Danger & Safety**
Program: The Parent's Journal
Date: January 2, 2000
Time: 6:00A-7:00A

Guest: Detective Rick Bentz, Detective with the Sensitive Crimes Unit of the Kenosha, Wisconsin Police Department and co-author of *Street Smart for Kids*.

Issue: **How Computers Can Impact Development & Education**
Program: The Parent's Journal
Date: January 19, 2000
Time: 6:00A-7:00A

Guest: Dr. Jane Healy, Ph.D., Educational Psychologist and author of *Failure To Connect: How Computers Affect Our Children's Minds & What We Can Do About It*.

Issue: **Teaching Preschool Children About Danger & Safety**
Program: The Parent's Journal
Date: January 19, 2000
Time: 6:00A-7:00A

Guest: Detective Rick Bentz, Detective with the Sensitive Crimes Unit of the Kenosha, Wisconsin Police Department and co-author of *Street Smart for Kids*.

Issue: **Childhood Friendships & Social Development**
Program: The Parent's Journal
Date: January 16, 2000
Time: 6:00A-7:00A

Guest: Dr. Stephen Nowicki, Ph.D., The Charles Howard Kandler Professor of Psychology at Emory University and co-author of *Helping The Child Who Doesn't Fit In* and also *Teaching Your Child The Language Of Social Success*.

Issue: **How Babies Learn To Communicate**
Program: The Parent's Journal
Date: January 30, 2000
Time: 6:00A-7:00A

Guest: Dr. Andrew Meltzoff, Head of Developmental Psychology at the University of Washington, Seattle and co-author of the book *The Scientist In The Crib*.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Student Job Shadowing**
Program: Public File
Date: January 30, 2000
Time: 5:30A-6:00A

Description: It is widely believed that the best way to learn is by doing. Groundhog Job Shadow Day is an initiative dedicated to engaging students in the world of work, providing an up-close look at how the skills learned in school are put into action in the workplace. Job shadowing demonstrates the connection between academics and careers, exciting students to learn by making their class work more relevant. It gives students the chance to learn about the world of work by spending part of a day in the workplace. The program builds community partnerships between schools and businesses that enhance the educational experience of all students. Students are introduced to the requirements of professions and industries to help them prepare to join the workforce of the 21st century. Locally, LEED... Sacramento partners with Junior Achievement and over 100 local companies... reach at least 2000 students within the Sacramento region.

Issue: **The Value Of Play For Elementary Aged Children**
Program: The Parent's Journal
Date: February 6, 2000
Time: 6:00A-7:00A

Guest: Rhonda Clements, Associate Professor of the School Of Education at Hofstra University, President of the American Association for the Child's Right To Play and author of the upcoming book, *The Case For Elementary Recess*.

Issue: **What Parent's Can Do To Help Their Learning Disabled Child**
Program: The Parent's Journal
Date: February 6, 2000
Time: 6:00A-7:00A

Guest: Susan Hall, President of the Illinois Branch of the International Dyslexia Association and co-author of *Straight Talk About Reading*.

Issue: **How Poetry Can Enrich A Child's Life**
Program: The Parent's Journal
Date: February 13, 2000
Time: 6:00A-7:00A

Guest: Brod Bagert, professional poet and author of nine books of poetry including *Chicken Socks & Other Contagious Poems*.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **School Truancy**
Program: Public File
Date: February 13, 2000
Time: 5:30A-6:00A

Description: SARB was established by the California Legislature in 1975. The program promotes the cooperation and coordination of school and community agencies to increase access to resources, expand early intervention services, enhance community awareness, empower at-risk youth and families, provide legislative updates and network with supportive agencies. Students who are habitual truants or whose irregular attendance has not been resolved by interventions or home contact are referred to SARB as are students whose serious behavior problems have not been resolved by school efforts. Absenteeism and behavior problems, which are established as early as kindergarten, cause major losses in academic achievement, raise the cost per student for education, and contribute to a higher drop out rate, delinquency and vandalism. By providing guidance, SARB diverts students from the juvenile justice system.

Issue: **Tobacco Education**
Program: Public File
Date: February 20, 2000
Time: 5:00A-5:30A

Description: More than 4 million kids age 12 to 17 are current smokers. The guests discussed how, each day, 3000 kids become regular daily smokers. Although cigarette companies claim that they do not market to children and are working hard to reduce underage smoking and have no interest in the youth market, the guests maintain that the tobacco industry cannot stay in business unless kids smoke. Cigarette companies continue to advertise extensively in magazines with large numbers of your readers. 86% of kids who smoke prefer Marlboro, Camel and Newport, the three most heavily advertised brands. In addition, even though it is illegal to sell cigarettes to minors, cigarette companies continue to oppose a range of measures that would make it harder for kids to get cigarettes, such as proposals to stop vending machine sales, to require that cigarettes be kept behind the counter in stores or to restrict tobacco product sales by mail or over the internet. Also discussed: how tax increases affect tobacco consumption, the use of the initiative process to raise tobacco taxes, the impact of tobacco control efforts on usage in California and Sacramento County, and available smoking cessation program.

Issue: **Promoting Resilience In Children**
Program: The Parent's Journal
Date: February 20, 2000
Time: 6:00A-7:00A

Guest: Dr. Edith Henderson Grotberg, Developmental Psychologist and Senior Scientist for the Civitan International Research Center and author of *Tapping Your Inner Strength: How To Find The Resilience To Deal With Anything*.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Drunk Driving Prevention**
Program: Public File
Date: February 27, 2000
Time: 5:30A-6:00A

Description: The guest is a twice convicted drunk driver who shares his experience with others in the hopes of lowering the number of drunk driving related fatalities and arrests. The organization (Designated Drivers) encourages people to become aware of the problems created by driving under the influence and how it can affect us all. The speaker seeks to educate students on how to prevent needless injury and death, keep their licenses, avoid embarrassment, fines and jail time. By raising awareness, the guest hopes to create a society where driving under the influence will become unacceptable. Young people need to understand that driving under the influence could kill or injure others or themselves, jeopardize future employment, lose their license and have them spending weekdays and weekends doing community service. Designated Drivers seminars help save lives and prevent injuries, work with the community in solving the problem of drunk driving, and raise awareness to the consequences of driving under the influence.

Issue: **Helping The Academically Gifted**
Program: The Parent's Journal
Date: February 27, 2000
Time: 6:00A-7:00A

Guest: Dr. Kenneth Shore, a psychologist for the Hamilton Townships Public Schools in Hamilton, New Jersey and author of *Special Kids Problem Solver: Ready-To-Use Interventions For Helping All Students With Academic, Behavioral & Physical Problems*.

Issue: **Exposing Children To The Work World Of Adults**
Program: The Parent's Journal
Date: March 5, 2000
Time: 6:00A-7:00A

Guest: Tom Daldin, writer, actor and producer of the Children's TV Program *Bob's Job*.

Issue: **Making Homework A Snap**
Program: The Parent's Journal
Date: March 19, 2000
Time: 6:00A-7:00A

Guest: James Keogh, a computer science teacher and the author of *The Secrets To Good Grades and Getting The Best Education For Your Child*.

Issue: **Character Building In Children**
Program: The Parent's Journal
Date: March 19, 2000
Time: 6:00A-7:00A

Guest: Barbara Lewis, the 'PATH' Coordinator for the Park City, Utah School District, a program for academically talented and high-achieving students. She is the author of *Being Your Best: Character Building For Kids 7-10*.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: **Changing Your Career**
Program: Public File
Date: January 16, 2000
Time: 5:00A-5:30A

Description: The guest's book, *Dare To Change Your Job & Your Life*, helps readers understand how their personalities and careers grow and change through life, and how they make major decisions. Real life stories move readers beyond traditional thinking about careers. Based on the guest's research of over 30,000 people, the book includes questionnaires, exercises, case studies and practical guidelines. The guest discussed what an individual should do if they are wondering what to do with their life, thinking about starting a new business, re-entering the workforce, looking for a new job, thinking of leaving a dissatisfying job, considering going back to school or looking for strategies to guide others' life decisions.

Issue: **Working Parents**
Program: The Parent's Journal
Date: January 16, 2000
Time: 6:00A-7:00A

Guest: Ellen Galinsky, co-founder and President of The Families & Work Institute, author of *Ask The Children: What America's Children Really Think About Working Parents*.

Issue: **Auto Repair Fraud**
Program: Public File
Date: January 23, 2000
Time: 5:00A-5:30A

Description: The guest's organization claims California consumers are paying \$5 billion a year for auto body repairs that are substandard, dangerously unstable or never done. In recent undercover stings of auto body repair shops, the consumer advocacy office found 40% of bills were fraudulent. Consumer advocates, insurance representatives and auto body repair shop owners agree that the problem is costing the public money and could compromise safety. The guests urged consumers who feel a repair shop has not done the work as promised or has overcharged for a given repair to file a complaint with the Bureau of Automotive Repair. Last year the BAR received more than 29,000 complaints and has helped get \$4.8 million worth in rework on their vehicles.

Issue: **Influenza**
Program: Public File
Date: January 23, 2000
Time: 5:30A-6:00A

Description: Up to 40 million Americans get the flu each year, an average of about 300,000 are hospitalized and 20,000 to 40,000 people die from influenza and its complications. The economic impact is high as well, costing the United States an annual \$14.6 billion in physician visits, lost productivity and lost wages. People over the age of 50 and those of all ages with chronic illnesses are more likely to become seriously ill with the flu. In most communities, it is school-age children who are the first to get the flu and then they carry it home and to other group activities. Survey findings show less than half of adults can differentiate between the flu and the common cold.

ISSUES / PROGRAMS LIST

ECONOMY (Cont'd)

Issue: **Tax Filing**
Program: Public File
Date: February 27, 2000
Time: 5:00A-5:30A

Description: The guest discussed the agency's concern that tax forms are confusing and difficult for filers to fill out. Last year, almost one million returns were filed with errors, many of which were because of a confusion with the various forms, schedules, etc. A new form, the "2EZ" seeks to make filing considerably easier for approximately one third of California tax filers. The guest discussed helpful suggestions for easy, error-free filing, the most common mistakes, red flags that may lead to an audit, and who should seek the help of a professional tax preparer. Under a recently endorsed proposal, some California tax payers could electronically file their tax returns directly to the Franchise Tax Board as early as next year. Consumers already are able to file their taxes online but now can only do so via commercial software or an online filing service. The guest discussed confidentiality, security and accuracy issues with regards to filing online.

Issue: **Affordable Housing**
Program: Public File
Date: March 26, 2000
Time: 5:00A-5:30A

Description: Home sales continue to explode in the Sacramento region. New home sales for the month of February were the highest since February of 1989, and were up 58% from February of 1999. The guest spoke about a free local home buyer seminars. Topics at the seminars include new financing plans created for people with lower incomes, special grants that can help make down payments, and specially priced homes designed to fit various budgets. The seminars tell prospective home buyers what to expect from the home buying process, and they provide a free credit check as well as tip on how to clean up any credit problems before applying for a mortgage loan. The guest discussed the most common concerns and fears home buyers face, and that buying a home is much more possible than most people who have only rented believe it to be. Also discussed new affordable housing currently available at the former Mather Air Force Base.

ISSUES / PROGRAMS LIST

GOVERNMENT

Issue: Tobacco Education
Program: Public File
Date: February 20, 2000
Time: 5:00A-5:30A

Description: More than 4 million kids age 12 to 17 are current smokers. The guests discussed how, each day, 3000 kids become regular daily smokers. Although cigarette companies claim that they do not market to children and are working hard to reduce underage smoking and have no interest in the youth market, the guests maintain that the tobacco industry cannot stay in business unless kids smoke. Cigarette companies continue to advertise extensively in magazines with large numbers of your readers. 86% of kids who smoke prefer Marlboro, Camel and Newport, the three most heavily advertised brands. In addition, even though it is illegal to sell cigarettes to minors, cigarette companies continue to oppose a range of measures that would make it harder for kids to get cigarettes, such as proposals to stop vending machine sales, to require that cigarettes be kept behind the counter in stores or to restrict tobacco product sales by mail or over the internet. Also discussed: how tax increases affect tobacco consumption, the use of the initiative process to raise tobacco taxes, the impact of tobacco control efforts on usage in California and Sacramento County, and available smoking cessation program.

Issue: Tax Filing
Program: Public File
Date: February 27, 2000
Time: 5:00A-5:30A

Description: The guest discussed the agency's concern that tax forms are confusing and difficult for filers to fill out. Last year, almost one million returns were filed with errors, many of which were because of a confusion with the various forms, schedules, etc. A new form, the "2EZ" seeks to make filing considerably easier for approximately one third of California tax filers. The guest discussed helpful suggestions for easy, error-free filing, the most common mistakes, red flags that may lead to an audit, and who should seek the help of a professional tax preparer. Under a recently endorsed proposal, some California tax payers could electronically file their tax returns directly to the Franchise Tax Board as early as next year. Consumers already are able to file their taxes online but now can only do so via commercial software or an online filing service. The guest discussed confidentiality, security and accuracy issues with regards to filing online.

ISSUES / PROGRAMS LIST

GOVERNMENT (Cont'd)

Issue: **Census 2000**
Program: Public File
Date: March 12, 2000
Time: 5:00A-5:30A

Description: Participating in the census is in the individuals' own self interest. People who answer the census help their communities obtain federal and state funding and valuable information for planning schools, hospitals, roads and more. For example, census information helps decision makers understand which neighborhoods need new schools, and which ones need greater services for the elderly. Data collected by the questions in the census is as much a part of our Nation's infrastructure as highway construction, hospital services, programs for the elderly and more are distributed based on census data. The Census Bureau has launched a multi-faceted effort to remind the general population about the census, educate those members of the public who do not understand the purpose of the census and its significance to their communities and motivate them to complete their census questionnaires.

Issue: **Affordable Housing**
Program: Public File
Date: March 26, 2000
Time: 5:00A-5:30A

Description: Home sales continue to explode in the Sacramento region. New home sales for the month of February were the highest since February of 1989, and were up 58% from February of 1999. The guest spoke about a free local home buyer seminars. Topics at the seminars include new financing plans created for people with lower incomes, special grants that can help make down payments, and specially priced homes designed to fit various budgets. The seminars tell prospective home buyers what to expect from the home buying process, and they provide a free credit check as well as tip on how to clean up any credit problems before applying for a mortgage loan. The guest discussed the most common concerns and fears home buyers face, and that buying a home is much more possible than most people who have only rented believe it to be. Also discussed new affordable housing currently available at the former Mather Air Force Base.

ISSUES / PROGRAMS LIST

HEALTH

Issue: **On The Job Harassment**
Program: Public File
Date: January 16, 2000
Time: 5:30A-6:00A

Description: The guest explained that bullying, or repeated aggressive behavior that deliberately causes mental or physical torment, is extremely wide spread in the workplace. This treatment can include bosses who yell or browbeat, backstabbing co-workers, supervisors who spread malicious rumors, or employees who give the "silent-treatment" or damage personal property. Bullying can take many different forms which include actual physical violence, name calling, sarcasm and distractions. Bullying that does not include physical abuse can be just as hard to deal with and often more hurtful. The most significant of these problems is stress and its medical effects, leading to depression and anxiety. These conditions can result in personal problems as well as lowered job performance and productivity.

Issue: **Influenza**
Program: Public File
Date: January 23, 2000
Time: 5:30A-6:00A

Description: Up to 40 million Americans get the flu each year, an average of about 300,000 are hospitalized and 20,000 to 40,000 people die from influenza and its complications. The economic impact is high as well, costing the United States an annual \$14.6 billion in physician visits, lost productivity and lost wages. People over the age of 50 and those of all ages with chronic illnesses are more likely to become seriously ill with the flu. In most communities, it is school-age children who are the first to get the flu and then they carry it home and to other group activities. Survey findings show less than half of adults can differentiate between the flu and the common cold. The guest discussed the effectiveness of the flu shot as well as several new flu medications which shorten the severity and duration of the flu.

Issue: **Encouraging Self-Esteem In Children With Disabilities**
Program: The Parent's Journal
Date: January 23, 2000
Time: 6:00A-7:00A

Guest: Dr. Charlotte Thompson, M.D., Director of the Center for Handicapped Children & Teens and author of *Raising A Handicapped Child* and *Raising A Child With A Neuro-Muscular Disorder*.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Fire Safety / Burn Treatment**
Program: Public File
Date: February 6, 2000
Time: 5:00A-5:30A

Description: Over the past 27 years, the Burn Institute has helped to fund equipment needs of the Regional Burn Center at the UC Davis Medical Center, recovery programs for the community and research directed at enhancing burn care, just to name a few. The support programs have grown to include the Dameron Hospital Burn Unit in Stockton and the Shriner's Hospital for Children burn services in Sacramento. The firefighters discussed "National Burn Awareness Week" and their "Fill The Boot For Burns" fund raiser which helps raise money for burn recovery services of the Firefighters Pacific Burn Institute. Each year, 2 firefighters lift off to live in the basket of their aerial ladder truck for three days while over a hundred local firefighters take to the street asking the public to put money in their turnout boots as they stop for red lights at major intersections.

Issue: **Leukemia**
Program: Public File
Date: February 6, 2000
Time: 5:30A-6:00A

Description: Peter Tork, a former member of the Monkees, was in studio to talk about a fund raising concert benefitting a local leukemia patient. Discussed was how costly treatment is, especially with 2 potential bone marrow donors coming from Jordan. Flying the donors to America and housing them, along with medication, blood transfusion, x-ray treatment, radiation therapy, hospital stays, and transportation to and from the doctor's office are among the many expenses a Leukemia patient faces.

Issue: **What Parent's Can Do To Help Their Learning Disabled Child**
Program: The Parent's Journal
Date: February 6, 2000
Time: 6:00A-7:00A

Guest: Susan Hall, President of the Illinois Branch of the International Dyslexia Association and co-author of *Straight Talk About Reading*.

Issue: **Cooking For Kids**
Program: The Parent's Journal
Date: February 6, 2000
Time: 6:00A-7:00A

Guest: Heather Paul, Executive Director of The National Safe Kids Campaign.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Healthy Food Choices**
Program: Public File
Date: February 13, 2000
Time: 5:00A-5:30A

Description: The guest's book, *Food & Mood*, explores how diet can influence both your physical and mental well-being. Among the topics discussed were diet's influence on depression, natural cures for insomnia, and how food affects concentration lapses during certain times of the day. The guest recognizes that most people do not feel as good as they should, enduring mood swings, stomach discomfort, food allergies, fatigue, insomnia and other ailments because they do not know there is an alternative. What we eat has a direct influence on how we feel, think, act and sleep. The book covers the latest research and findings on the relationship between food choices and mental and emotional well-being. The guest emphasizes that by making even small changes in what we eat, we can make profound strides in how we feel now, tomorrow and for the rest of our lives. Among other areas, the book covers the latest information on how to naturally fight fatigue and stress, boost brain power and improve memory, and satisfy food cravings without sacrificing good health.

Issue: **Tobacco Education**
Program: Public File
Date: February 20, 2000
Time: 5:00A-5:30A

Description: More than 4 million kids age 12 to 17 are current smokers. The guests discussed how, each day, 3000 kids become regular daily smokers. Although cigarette companies claim that they do not market to children and are working hard to reduce underage smoking and have no interest in the youth market, the guests maintain that the tobacco industry cannot stay in business unless kids smoke. Cigarette companies continue to advertise extensively in magazines with large numbers of your readers. 86% of kids who smoke prefer Marlboro, Camel and Newport, the three most heavily advertised brands. In addition, even though it is illegal to sell cigarettes to minors, cigarette companies continue to oppose a range of measures that would make it harder for kids to get cigarettes, such as proposals to stop vending machine sales, to require that cigarettes be kept behind the counter in stores or to restrict tobacco product sales by mail or over the internet. Also discussed: how tax increases affect tobacco consumption, the use of the initiative process to raise tobacco taxes, the impact of tobacco control efforts on usage in California and Sacramento County, and available smoking cessation program.

Issue: **Most Common Toddler Injuries & How To Avoid Them**
Program: The Parent's Journal
Date: February 27, 2000
Time: 6:00A-7:00A

Guest: Susan Crites Price, co-author of the Parents' Choice Award Winner, *The Working Parents Help Book*.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Housing & Services For The Aging**
Program: Public File
Date: March 12, 2000
Time: 5:30A-6:00A

Description: The organization is the primary statewide association representing not-for-profit organizations with a long term commitment to providing housing, health care and community services to the elderly. California is home to the largest number of persons aged 65 or older. Between 2000 and 2020, the number of seniors living in California is expected to jump from 3.7 million to 6.6 million. During that same time, the number of the "oldest old" (85+) will double. It is the mission of CAHSA to advance housing and services for older adults and to support and inspire its members through advocacy, education, research and services enabling them to meet the changing needs of their clients and communities. Through CAHSA, members actively advocate for legislation and programs promoting quality of life for older persons.

Issue: **Teething Troubles & Solutions**
Program: The Parent's Journal
Date: March 12, 2000
Time: 6:00A-7:00A

Guest: Dr. Joan Linhardt, Pediatrician in private practice in the Cincinnati, Ohio area and past President of the Medical Staff at Cincinnati Children's Hospital.

Issue: **Overcoming Sleeping Problems In Young Children**
Program: The Parent's Journal
Date: March 19, 2000
Time: 6:00A-7:00A

Guest: Dr. Thomas Anders, Executive Associate Dean and professor of psychiatry of the School of Medicine at the University of California, Davis.

Issue: **Immunizations**
Program: Public File
Date: March 26, 2000
Time: 5:30A-6:00A

Description: The mission of the Shots For Tots Regional Coalition is to promote immunizations to protect the health of all infants and toddlers. Their goal is to achieve a 90% immunization rate for toddlers in the 7 county region by the year 2003. The program is committed to promoting immunizations as a basic component of healthcare for children, removing barriers to immunization service delivery, providing public health education to families and care givers, advocating for the development of a comprehensive immunization registry tracking system, and coordinating public and private efforts in our region with state and national immunization efforts. Many parents don't know that to be fully protected, children need to complete a series of vaccinations at 2, 4, 6, 12 and 15 months. Diseases such as measles, whooping cough, chicken pox, and Hepatitis A and B still exist as threats to children. These childhood diseases are potentially fatal but are preventable through immunizations.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Drunk Driving Prevention
Program: Public File
Date: February 27, 2000
Time: 5:30A-6:00A

Description: The guest is a twice convicted drunk driver who shares his experience with others in the hopes of lowering the number of drunk driving related fatalities and arrests. The organization (Designated Drivers) encourages people to become aware of the problems created by driving under the influence and how it can affect us all. The speaker seeks to educate students on how to prevent needless injury and death, keep their licenses, avoid embarrassment, fines and jail time. By raising awareness, the guest hopes to create a society where driving under the influence will become unacceptable. Young people need to understand that driving under the influence could kill or injure others or themselves, jeopardize future employment, lose their license and have them spending weekdays and weekends doing community service. Designated Drivers seminars help save lives and prevent injuries, work with the community in solving the problem of drunk driving, and raise awareness to the consequences of driving under the influence.

Issue: Traffic & Air Pollution Abatement
Program: Public File
Date: March 19, 2000
Time: 5:00A-5:30A

Description: Motor vehicle and other mobile sources generate about 70% of the pollution in Sacramento. Each day, Sacramento drivers travel an estimated 28 million miles, or the equivalent of 59 round trips to the moon. The Sacramento TMA represents more than 70,655 commuters. Because Sacramento has serious air pollution and traffic congestion, the TMA helps its members' employees find alternatives to commuting alone to work. Services include ride matching and training seminars to help members develop effective commute option programs. Suggestions for alternatives to commuting alone include public transit, carpools, park & ride lots, van pools, biking, walking and telecommuting. Studies show that ride sharing at least twice a week can cut commute related pollution by 40%. The TMA is dedicated to helping businesses improve transportation conditions and comply with government measures designed to improve air quality and reduce traffic congestion.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: **Trees**
Program: Public File
Date: March 19, 2000
Time: 5:30A-6:00A

Description: The Sacramento Tree Foundation provides information on trees and the urban forest. The organization promotes citizen education and action through school curricula and adult workshops. Programs include the Sacramento Shade Program which provides free shade trees for energy savings and beautification in partnership with SMUD. The Stewardship Hotline answers tree-related questions. Trees for Tomorrow is a community-wide campaign to plant and care for one million trees by the year 2000. The foundation also provides community grants for parks, schools, street tree planting projects application, education and coordination of projects. The guests discussed how Sacramento was one of the cities in a study by NASA that is studying urban heat islands. Scientists have found that the sun's energy heats up non-reflecting surfaces of an urban area throughout the day. Heat from pavements, buildings and rooftops is then radiated back into the atmosphere until a few hours after sunset. The heat island effect can put additional stress on the human body, exacerbate air pollution and contribute to poor health. Aggressive urban tree planting programs can reduce the effects of urban heat islands by reducing cooling costs by an average of 10%-20%.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING

Issue: **Help For Women Drug & Alcohol Addicts**
Program: Public File
Date: March 5, 2000
Time: 5:00A-5:30A

Description: The organization is a transitional living program for women who are pregnant or parenting and are recovering from drug or alcohol abuse. The guest explains that the problem of addicted mothers is far more prevalent than most people realize. Options for recovery offers clean and sober housing, referral and transportation. Counselors understand that many of the women with whom they work are dealing with a myriad of problems, including the possibility of losing custody of their children, low or no self esteem, unemployment, poor health, abusive relationships, no license or transportation, and no insurance. The problems seem insurmountable, but taken one at a time, and with the help of trained case managers, the women have a chance at being clean and sober productive parents and members of the community.

Issue: **Latino Drug & Alcohol Treatment**
Program: Public File
Date: March 5, 2000
Time: 5:30A-6:00A

Description: MAAP is the largest service provider for Hispanics in the area. Programs in English and Spanish include the Sacramento and Galt Drinking Driver Program, a drug diversion program, the Hispanic AIDS community educational resources project, and their parent substance abuse program. Their Mi Casa Recovery Home is a social model recovery facility offering 30, 60 or 90 day alcohol and drug treatment programs for men 18 years or older. Experienced counselors provide individual and group counseling and classes. Daily groups and classes are conducted on topics such as anger management, stress reduction, living sober, art, feelings, domestic violence and sober living skills. In addition, residents are given guidance and referrals in putting their lives back together, including assistance with employment, family and education.

Issue: **Housing & Services For The Aging**
Program: Public File
Date: March 12, 2000
Time: 5:30A-6:00A

Description: The organization is the primary statewide association representing not-for-profit organizations with a long term commitment to providing housing, health care and community services to the elderly. California is home to the largest number of persons aged 65 or older. Between 2000 and 2020, the number of seniors living in California is expected to jump from 3.7 million to 6.6 million. During that same time, the number of the "oldest old" (85+) will double. It is the mission of CAHSA to advance housing and services for older adults and to support and inspire its members through advocacy, education, research and services enabling them to meet the changing needs of their clients and communities. Through CAHSA, members actively advocate for legislation and programs promoting quality of life for older persons.

ISSUES / PROGRAMS LIST

CRIME

Issue: **Auto Repair Fraud**
Program: Public File
Date: January 23, 2000
Time: 5:00A-5:30A

Description: The guest's organization claims California consumers are paying \$5 billion a year for auto body repairs that are substandard, dangerously unstable or never done. In recent undercover stings of auto body repair shops, the consumer advocacy office found 40% of bills were fraudulent. Consumer advocates, insurance representatives and auto body repair shop owners agree that the problem is costing the public money and could compromise safety. The guests urged consumers who feel a repair shop has not done the work as promised or has overcharged for a given repair to file a complaint with the Bureau of Automotive Repair. Last year the BAR received more than 29,000 complaints and has helped get \$4.8 million worth in rework on their vehicles.

Issue: **Tobacco Education**
Program: Public File
Date: February 20, 2000
Time: 5:00A-5:30A

Description: More than 4 million kids age 12 to 17 are current smokers. The guests discussed how, each day, 3000 kids become regular daily smokers. Although cigarette companies claim that they do not market to children and are working hard to reduce underage smoking and have no interest in the youth market, the guests maintain that the tobacco industry cannot stay in business unless kids smoke. Cigarette companies continue to advertise extensively in magazines with large numbers of your readers. 86% of kids who smoke prefer Marlboro, Camel and Newport, the three most heavily advertised brands. In addition, even though it is illegal to sell cigarettes to minors, cigarette companies continue to oppose a range of measures that would make it harder for kids to get cigarettes, such as proposals to stop vending machine sales, to require that cigarettes be kept behind the counter in stores or to restrict tobacco product sales by mail or over the internet. Also discussed: how tax increases affect tobacco consumption, the use of the initiative process to raise tobacco taxes, the impact of tobacco control efforts on usage in California and Sacramento County, and available smoking cessation program.

Issue: **Drunk Driving Prevention**
Program: Public File
Date: February 27, 2000
Time: 5:30A-6:00A

Description: The guest is a twice convicted drunk driver who shares his experience with others in the hopes of lowering the number of drunk driving related fatalities and arrests. The organization (Designated Drivers) encourages people to become aware of the problems created by driving under the influence and how it can affect us all. The speaker seeks to educate students on how to prevent needless injury and death, keep their licenses, avoid embarrassment, fines and jail time. By raising awareness, the guest hopes to create a society where driving under the influence will become unacceptable. Young people need to understand that driving under the influence could kill or injure others or themselves, jeopardize future employment, lose their license and have them spending weekdays and weekends doing community service. Designated Drivers seminars help save lives and prevent injuries, work with the community in solving the problem of drunk driving, and raise awareness to the consequences of driving under the influence.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: **Latino Drug & Alcohol Treatment**
Program: Public File
Date: March 5, 2000
Time: 5:30A-6:00A

Description: MAAP is the largest service provider for Hispanics in the area. Programs in English and Spanish include the Sacramento and Galt Drinking Driver Program, a drug diversion program, the Hispanic AIDS community educational resources project, and their parent substance abuse program. Their Mi Casa Recovery Home is a social model recovery facility offering 30, 60 or 90 day alcohol and drug treatment programs for men 18 years or older. Experienced counselors provide individual and group counseling and classes. Daily groups and classes are conducted on topics such as anger management, stress reduction, living sober, art, feelings, domestic violence and sober living skills. In addition, residents are given guidance and referrals in putting their lives back together, including assistance with employment, family and education.

Issue: **Solutions For Troubled Teens**
Program: The Parent's Journal
Date: March 12, 2000
Time: 6:00A-7:00A

Guest: Carol Maxym, a psychotherapist and educational consultant who specializes in adolescents. She is the co-author of *Teens In Turmoil: A Path To Change For Parents, Adolescents, & Their Families*.

ISSUES / PROGRAMS LIST

DRUG ABUSE

Issue: Tobacco Education
Program: Public File
Date: February 20, 2000
Time: 5:00A-5:30A

Description: More than 4 million kids age 12 to 17 are current smokers. The guests discussed how, each day, 3000 kids become regular daily smokers. Although cigarette companies claim that they do not market to children and are working hard to reduce underage smoking and have no interest in the youth market, the guests maintain that the tobacco industry cannot stay in business unless kids smoke. Cigarette companies continue to advertise extensively in magazines with large numbers of your readers. 86% of kids who smoke prefer Marlboro, Camel and Newport, the three most heavily advertised brands. In addition, even though it is illegal to sell cigarettes to minors, cigarette companies continue to oppose a range of measures that would make it harder for kids to get cigarettes, such as proposals to stop vending machine sales, to require that cigarettes be kept behind the counter in stores or to restrict tobacco product sales by mail or over the internet. Also discussed: how tax increases affect tobacco consumption, the use of the initiative process to raise tobacco taxes, the impact of tobacco control efforts on usage in California and Sacramento County, and available smoking cessation program.

Issue: Drunk Driving Prevention
Program: Public File
Date: February 27, 2000
Time: 5:30A-6:00A

Description: The guest is a twice convicted drunk driver who shares his experience with others in the hopes of lowering the number of drunk driving related fatalities and arrests. The organization (Designated Drivers) encourages people to become aware of the problems created by driving under the influence and how it can affect us all. The speaker seeks to educate students on how to prevent needless injury and death, keep their licenses, avoid embarrassment, fines and jail time. By raising awareness, the guest hopes to create a society where driving under the influence will become unacceptable. Young people need to understand that driving under the influence could kill or injure others or themselves, jeopardize future employment, lose their license and have them spending weekdays and weekends doing community service. Designated Drivers seminars help save lives and prevent injuries, work with the community in solving the problem of drunk driving, and raise awareness to the consequences of driving under the influence.

ISSUES / PROGRAMS LIST

DRUG ABUSE (Cont'd)

Issue: Help For Women Drug & Alcohol Addicts
Program: Public File
Date: March 5, 2000
Time: 5:00A-5:30A

Description: The organization is a transitional living program for women who are pregnant or parenting and are recovering from drug or alcohol abuse. The guest explains that the problem of addicted mothers is far more prevalent than most people realize. Options for recovery offers clean and sober housing, referral and transportation. Counselors understand that many of the women with whom they work are dealing with a myriad of problems, including the possibility of losing custody of their children, low or no self esteem, unemployment, poor health, abusive relationships, no license or transportation, and no insurance. The problems seem insurmountable, but taken one at a time, and with the help of trained case managers, the women have a chance at being clean and sober productive parents and members of the community.

Issue: Latino Drug & Alcohol Treatment
Program: Public File
Date: March 5, 2000
Time: 5:30A-6:00A

Description: MAAP is the largest service provider for Hispanics in the area. Programs in English and Spanish include the Sacramento and Galt Drinking Driver Program, a drug diversion program, the Hispanic AIDS community educational resources project, and their parent substance abuse program. Their Mi Casa Recovery Home is a social model recovery facility offering 30, 60 or 90 day alcohol and drug treatment programs for men 18 years or older. Experienced counselors provide individual and group counseling and classes. Daily groups and classes are conducted on topics such as anger management, stress reduction, living sober, art, feelings, domestic violence and sober living skills. In addition, residents are given guidance and referrals in putting their lives back together, including assistance with employment, family and education.

ISSUES / PROGRAMS LIST

HOUSING

Issue: **Help For Women Drug & Alcohol Addicts**
Program: Public File
Date: March 5, 2000
Time: 5:00A-5:30A

Description: The organization is a transitional living program for women who are pregnant or parenting and are recovering from drug or alcohol abuse. The guest explains that the problem of addicted mothers is far more prevalent than most people realize. Options for recovery offers clean and sober housing, referral and transportation. Counselors understand that many of the women with whom they work are dealing with a myriad of problems, including the possibility of losing custody of their children, low or no self esteem, unemployment, poor health, abusive relationships, no license or transportation, and no insurance. The problems seem insurmountable, but taken one at a time, and with the help of trained case managers, the women have a chance at being clean and sober productive parents and members of the community.

Issue: **Latino Drug & Alcohol Treatment**
Program: Public File
Date: March 5, 2000
Time: 5:30A-6:00A

Description: MAAP is the largest service provider for Hispanics in the area. Programs in English and Spanish include the Sacramento and Galt Drinking Driver Program, a drug diversion program, the Hispanic AIDS community educational resources project, and their parent substance abuse program. Their Mi Casa Recovery Home is a social model recovery facility offering 30, 60 or 90 day alcohol and drug treatment programs for men 18 years or older. Experienced counselors provide individual and group counseling and classes. Daily groups and classes are conducted on topics such as anger management, stress reduction, living sober, art, feelings, domestic violence and sober living skills. In addition, residents are given guidance and referrals in putting their lives back together, including assistance with employment, family and education.

Issue: **Housing & Services For The Aging**
Program: Public File
Date: March 12, 2000
Time: 5:30A-6:00A

Description: The organization is the primary statewide association representing not-for-profit organizations with a long term commitment to providing housing, health care and community services to the elderly. California is home to the largest number of persons aged 65 or older. Between 2000 and 2020, the number of seniors living in California is expected to jump from 3.7 million to 6.6 million. During that same time, the number of the "oldest old" (85+) will double. It is the mission of CAHSA to advance housing and services for older adults and to support and inspire its members through advocacy, education, research and services enabling them to meet the changing needs of their clients and communities. Through CAHSA, members actively advocate for legislation and programs promoting quality of life for older persons.

ISSUES / PROGRAMS LIST

HOUSING (Cont'd)

Issue: **Affordable Housing**
Program: Public File
Date: March 26, 2000
Time: 5:00A-5:30A

Description: Home sales continue to explode in the Sacramento region. New home sales for the month of February were the highest since February of 1989, and were up 58% from February of 1999. The guest spoke about a free local home buyer seminars. Topics at the seminars include new financing plans created for people with lower incomes, special grants that can help make down payments, and specially priced homes designed to fit various budgets. The seminars tell prospective home buyers what to expect from the home buying process, and they provide a free credit check as well as tip on how to clean up any credit problems before applying for a mortgage loan. The guest discussed the most common concerns and fears home buyers face, and that buying a home is much more possible than most people who have only rented believe it to be. Also discussed new affordable housing currently available at the former Mather Air Force Base.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY

Issue: **Parent's Notes**
Program: The Parent's Journal
Date: January 2, 2000 - March 26, 2000
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: **Helping Our Daughters Excel**
Program: The Parent's Journal
Date: January 2, 2000
Time: 6:00A-7:00A

Guest: Dr. Sally Morgan Reis, Professor of Educational Psychology at the University of Connecticut, President of the National Association for Gifted Children and author of *Work Left Undone*.

Issue: **Parenting The 10-15 Year Old Child**
Program: The Parent's Journal
Date: January 19, 2000
Time: 6:00A-7:00A

Guest: Margaret Sagareese, co-author of *The Roller Coaster Years* and *Parenting 911*.

Issue: **Working Parents**
Program: The Parent's Journal
Date: January 16, 2000
Time: 6:00A-7:00A

Guest: Ellen Galinsky, co-founder and President of The Families & Work Institute, author of *Ask The Children: What America's Children Really Think About Working Parents*.

Issue: **Childhood Friendships & Social Development**
Program: The Parent's Journal
Date: January 16, 2000
Time: 6:00A-7:00A

Guest: Dr. Stephen Nowicki, Ph.D., The Charles Howard Kandler Professor of Psychology at Emory University and co-author of *Helping The Child Who Doesn't Fit In* and also *Teaching Your Child The Language Of Social Success*.

Issue: **The Family Breakfast Routine**
Program: The Parent's Journal
Date: January 16, 2000
Time: 6:00A-7:00A

Guest: Ann Hodgman, author of *One Bite Won't Kill You*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Challenges Of Single Parents**
Program: The Parent's Journal
Date: January 23, 2000
Time: 6:00A-7:00A

Guest: Brook Noel, co-author of *The Single Parent Resource*, and Editor in Chief of Single Parents Magazine.

Issue: **Helping Children With Temper Control & Behavior**
Program: The Parent's Journal
Date: January 23, 2000
Time: 6:00A-7:00A

Guest: Dr. Ross Greene, M.D., Assistant Professor of Psychology in the Department of Psychiatry at Harvard Medical School and author of *The Explosive Child: A New Approach For Understanding & Parenting Easily Frustrated, Chronically Inflexible Children*.

Issue: **Encouraging Self-Esteem In Children With Disabilities**
Program: The Parent's Journal
Date: January 23, 2000
Time: 6:00A-7:00A

Guest: Dr. Charlotte Thompson, M.D., Director of the Center for Handicapped Children & Teens and author of *Raising A Handicapped Child* and *Raising A Child With A Neuro-Muscular Disorder*.

Issue: **Role Models In Our Community**
Program: Public File
Date: January 30, 2000
Time: 5:00A-5:30A

Description: The annual awards program seeks to recognize "everyday" heros, people who work to help young people in the greater Sacramento area. Individuals who have been honored in the past have included neighbors who open their homes to the kids on the block, firefighters, police officers, businesses, local programs, teachers, and counselors, to name a few. All nominations come directly from individuals in the greater Sacramento area, including Yolo, Sacramento, Placer and El Dorado counties. The guests emphasize that in this day and age, there are not the plethora of heroes and role models... athletes who played their sport simply for the love of the game, respectable politicians, etc... that were so prevalent in previous generations. Often people need look no further than their own neighborhood to find outstanding examples of everyday heroes. Proceeds benefit the North Area Teen Center, which serves teens throughout the area as a safe supervised after-school place to study, play sports, seek guidance, etc.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **The Grandmother's Role In The Family**
Program: The Parent's Journal
Date: January 30, 2000
Time: 6:00A-7:00A

Guest: Suzette Haden Elgin, Founder & Director of the Ozark Center for Language Studies and author of *The Grandmother Principles*.

Issue: **"Are We There Yet" Activities**
Program: The Parent's Journal
Date: January 30, 2000
Time: 6:00A-7:00A

Guest: Mary Rodgers Bundren, professional writer and author of *Travel Wise With Children*.

Issue: **Cooking For Kids**
Program: The Parent's Journal
Date: February 6, 2000
Time: 6:00A-7:00A

Guest: Heather Paul, Executive Director of The National Safe Kids Campaign.

Issue: **Kids & Commercialization**
Program: The Parent's Journal
Date: February 13, 2000
Time: 6:00A-7:00A

Guest: Betsy Taylor, Executive Director of the Center for a New American Dream.

Issue: **How Poetry Can Enrich A Child's Life**
Program: The Parent's Journal
Date: February 13, 2000
Time: 6:00A-7:00A

Guest: Brod Bagert, professional poet and author of nine books of poetry including *Chicken Socks & Other Contagious Poems*.

Issue: **What To Look For In An Infant Toy**
Program: The Parent's Journal
Date: February 13, 2000
Time: 6:00A-7:00A

Guest: Joanne Oppenheim, author of more than 40 books for and about children, co-author of the *Oppenheim Toy Portfolio - 2000 Edition*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: Tobacco Education
Program: Public File
Date: February 20, 2000
Time: 5:00A-5:30A

Description: More than 4 million kids age 12 to 17 are current smokers. The guests discussed how, each day, 3000 kids become regular daily smokers. Although cigarette companies claim that they do not market to children and are working hard to reduce underage smoking and have no interest in the youth market, the guests maintain that the tobacco industry cannot stay in business unless kids smoke. Cigarette companies continue to advertise extensively in magazines with large numbers of your readers. 86% of kids who smoke prefer Marlboro, Camel and Newport, the three most heavily advertised brands. In addition, even though it is illegal to sell cigarettes to minors, cigarette companies continue to oppose a range of measures that would make it harder for kids to get cigarettes, such as proposals to stop vending machine sales, to require that cigarettes be kept behind the counter in stores or to restrict tobacco product sales by mail or over the internet. Also discussed: how tax increases affect tobacco consumption, the use of the initiative process to raise tobacco taxes, the impact of tobacco control efforts on usage in California and Sacramento County, and available smoking cessation program.

Issue: Mentoring
Program: Public File
Date: February 20, 2000
Time: 5:30A-6:00A

Description: Big Brothers & Big Sisters' mission is to provide positive, long-term mentoring to children who face the challenges of growing up in single-parent homes. They serve children and young people, boys 8-16 and girls 7-16. The matches are long-term therapeutic friendships based on compatible interests, needs and abilities of the "Bigs" and "Littles". The matches make a positive difference in the lives of hundreds of at-risk kids by offering a professionally supported one-to-one relationship with a caring adult. One in four households in the organization's service area are single parent homes. In the first study to assess the impact of a mentoring program, it was determined that Little Brothers and Sisters are 46% less likely to become involved with drugs and alcohol, 53% less likely to skip school and 33% less likely to be physically violent than young people who are not participants in Big Brothers & Big Sisters.

Issue: Promoting Resilience In Children
Program: The Parent's Journal
Date: February 20, 2000
Time: 6:00A-7:00A

Guest: Dr. Edith Henderson Grotberg, Developmental Psychologist and Senior Scientist for the Civitan International Research Center and author of *Tapping Your Inner Strength: How To Find The Resilience To Deal With Anything*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **The After School Lives Of Children**
Program: The Parent's Journal
Date: February 20, 2000
Time: 6:00A-7:00A

Guest: Deborah Belle, Associate Professor of Psychology at Boston University and author of *The After School Lives Of Children - Alone & With Others While Parents Work*.

Issue: **How The Entertainment Software Rating Board Works**
Program: The Parent's Journal
Date: February 20, 2000
Time: 6:00A-7:00A

Guest: Dr. Arthur Pober, Executive Director of the Entertainment Software Rating Board.

Issue: **Drunk Driving Prevention**
Program: Public File
Date: February 27, 2000
Time: 5:30A-6:00A

Description: The guest is a twice convicted drunk driver who shares his experience with others in the hopes of lowering the number of drunk driving related fatalities and arrests. The organization (Designated Drivers) encourages people to become aware of the problems created by driving under the influence and how it can affect us all. The speaker seeks to educate students on how to prevent needless injury and death, keep their licenses, avoid embarrassment, fines and jail time. By raising awareness, the guest hopes to create a society where driving under the influence will become unacceptable. Young people need to understand that driving under the influence could kill or injure others or themselves, jeopardize future employment, lose their license and have them spending weekdays and weekends doing community service. Designated Drivers seminars help save lives and prevent injuries, work with the community in solving the problem of drunk driving, and raise awareness to the consequences of driving under the influence.

Issue: **Sibling Rivalry: Infants To Toddlers**
Program: The Parent's Journal
Date: February 27, 2000
Time: 6:00A-7:00A

Guest: Dr. Peter Goldenthal, Clinical Assistant Professor of Psychiatry at Jefferson Medical College and author of *Beyond Sibling Rivalry: How To Help Your Children Become Cooperative, Caring and Compassionate*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Power Struggles With Young Children**
Program: The Parent's Journal
Date: March 5, 2000
Time: 6:00A-7:00A

Guest: Mary Sheedy Kurchinka, noted family educator and pioneer in Minnesota's Early Childhood Family Education Program. She is the author of *Kids, Parents, & Power Struggles: Winning For A Lifetime*.

Issue: **How Men Can Balance Family, Commitment & Work**
Program: The Parent's Journal
Date: March 5, 2000
Time: 6:00A-7:00A

Guest: John Evans, a psychiatrist and author of *The Marathon Dad: Setting A Pace That Works For Working Fathers*.

Issue: **Exposing Children To The Work World Of Adults**
Program: The Parent's Journal
Date: March 5, 2000
Time: 6:00A-7:00A

Guest: Tom Daldin, writer, actor and producer of the Children's TV Program *Bob's Job*.

Issue: **Discipline For Preschoolers**
Program: The Parent's Journal
Date: March 12, 2000
Time: 6:00A-7:00A

Guest: Nan Silver, author and a contributing editor for Parents' Magazine. She is the author of *Rules For Parents: Simple Strategies That Help Little Kids Thrive... And You Survive*.

Issue: **Solutions For Troubled Teens**
Program: The Parent's Journal
Date: March 12, 2000
Time: 6:00A-7:00A

Guest: Carol Maxym, a psychotherapist and educational consultant who specializes in adolescents. She is the co-author of *Teens In Turmoil: A Path To Change For Parents, Adolescents, & Their Families*.

Issue: **Character Building In Children**
Program: The Parent's Journal
Date: March 19, 2000
Time: 6:00A-7:00A

Guest: Barbara Lewis, the 'PATH' Coordinator for the Park City, Utah School District; a program for academically talented and high-achieving students. She is the author of *Being Your Best: Character Building For Kids 7-10*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Babies & Temperament**
Program: The Parent's Journal
Date: March 26, 2000
Time: 6:00A-7:00A

Guest: Dr. Arnold Sameroff, Professor of Psychology and Senior Research Scientist at the University of Michigan where he is the director of the Center for Development and Mental Health. He is the author of *Relationship Disturbances In Early Childhood: A Developmental Approach*.

Issue: **How Your Marriage Affects Your Child**
Program: The Parent's Journal
Date: March 26, 2000
Time: 6:00A-7:00A

Guest: Judith Siegel, Associate Professor at New York University Ehrenkranz School of Social Work. She is the author of *What Children Learn From Their Parents' Marriage*.

Issue: **Connect For Kids Website As A Resource For Parents**
Program: The Parent's Journal
Date: March 26, 2000
Time: 6:00A-7:00A

Guest: Paula Antonovich, director of Connect For Kids, a non-profit organization that hosts a comprehensive website for parents.

PUBLIC SERVICE ANNOUNCEMENTS

KSEG, KSSJ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>
The Francis House	4	3	5
Sacramento Pets In Need	7	5	5
Sacramento Children's Home Guild	7	5	7
Big Brothers / Big Sisters	4	4	4
American Heart Association	6	5	6
Greater Sacramento Urban League	5	6	5
People Reaching Out	6	7	5
WIND Youth Center	4	5	5
Infoline Sacramento	4	4	5
Placer County Animal Shelter	4	7	7
Salvation Army	5	6	4
Children's Miracle Network	5	5	5
Citizen's Crime Alert Reward Program	5	5	7
Stanford Settlement	7	6	5
Sacramento Chapter of the ALS Association	4	4	6
Sacramento Food Bank	7	7	5
Leukemia/Lymphoma Society of America	5	6	6
Sacramento SPCA	4	5	5
Wildlife Care Association	7	6	5
North Area Teen Center	5	5	5
Placer County SPCA	7	4	7
Towe Auto Museum	6	7	5
American Lung Association	6	5	6
Auburn Placer County Library	4	6	7

(CONTINUED ON NEXT PAGE)

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>
America Reads	6	5	6
Sacramento Museum Day	5	7	5
Easter Seals	7	5	7
Golden State Donor Services	8	6	7
Sacramento SPCA	5	5	6
Sacramento Volunteer Training	7	7	4
South Sacramento Immunization Project	7	4	6
Sierra Adoption Services	7	7	5
Sacramento Crisis Nursery	6	6	5
Arthritis Foundation of Northern California	5	5	6
Sacramento Lutheran High School	4	5	6

NEWS DEPARTMENT

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

APPEARANCES, EVENTS & FUNDRAISERS

•KDND 107.9 The End became heavily involved with the Peace Promise in the fall of 1999. The End promoted ending the violence at Sacramento area high schools. Due to the effort and the success with the deliverance of "stopping the violence message", 107.9 The End was nominated for the Heart Of A Hero award. More specifically, The End's own Heather Lee was given the Heart Of A Hero 2000 Award. On March 29, 2000, Heather Lee was host to the Heart Of A Hero Gala at the Radisson Hotel.

•KDND sent donations of End merchandise to numerous different organizations. The following are the organizations that benefitted from End donations: St. Francis High School; Hiram W. Johnson High School; Schweitzer Middle School; Center High School; Grant Joint Union High School District; W.A. Allison PTA; DART; TR Smedberg Middle School; Department of Personnel; John F. Kennedy High School; College Greens Swim Club; Natoma Station Elementary School; Lichen Elementary PTA; Newman Catholic Community; Ottomon Elementary; Pocket Fund 2000; Casa Robles; Sunrise Little League; Samuel Jackson Middle School; Girl Scout Troop #2234; Auburn Union School District; Dr. Donald Moren.

•The Entercom staff participated in "Sacramento LEED'S" Ground Hog Job Shadow Day, a local version of a national event, where high school students spend the day following professionals in a chosen area through their work day. Students who came to Entercom Sacramento spoke with on-air personalities, station managers, promotion directors, sales managers, engineers, public affairs directors, music directors, production directors, and resource marketing people, among others. The intent was to demonstrate to the students how multi-faceted radio careers can be.

•Entercom / Sacramento employees continue to be active members of the local Big Brothers / Big Sisters Board of Directors. Entercom staff voiced and produced Big Brothers / Big Sisters Public Service Announcements to be used at stations throughout the Sacramento market. In addition, Entercom hosts and supplies dinner for the board's meetings, held every two months.

•Entercom / Sacramento employees have resumed mentoring students at Encina High School of Academies. The program provides students with tools for and insight into the areas of media communications. Their goal is to provide relevant, challenging training for the students so that they may leave the program with entry-level employment skills.

•Entercom staff regularly hosts tours through our facility. Groups include Boy & Girl Scouts, Special Education Classes, Elementary School Classes, media students, foreign exchange students, and senior citizen groups.